**Armen Sevada Launches the $25,000 Maximillian Chair**TM

*Handcrafted in Los Angeles, Luxury Chair Available in*

*Limited Quantity Worldwide*

**LOS ANGELES – October 25, 2014** – The limited edition [Maximillian Chair](http://maximillianchair.com/), the passion project of designer Armen Sevada for the last seven years, is now coming to market for the first time. Handcrafted in Los Angeles, the Maximillian Chair is constructed of 100% polished mirror-finish stainless steel and is available in range of luxury fabrics that enhance the chair’s beauty and elegance. The result of many years of design innovation and engineering, the chair was inspired by the birth of Sevada’s second son, Maximillian.

Designed to be lightweight but have a solid cast appearance, the Maximillian Chair took years of perfecting the design and fabrication processes, and represents Sevada’s dedication, commitment and pursuit for perfection in proportion as well as craftsmanship.

“No designer achieves perfection in their lifetime but the unwavering pursuit and effort is my gift to my son,” said Armen Sevada, CEO and designer, Maximillian Chair.

A limited quantity of 100 chairs will be available worldwide, each with a numbered plaque and certificate of authenticity. The chair is manufactured in Los Angeles, handcrafted meticulously by expert artisans. It is constructed of hand-polished aircraft-grade stainless steel, which gives durable but elegant beauty. The chair does not rust or tarnish and is designed to withstand the effects of moisture found on yachts or waterfront estates. The Maximillian comes in a wide range of luxury and custom fabrics, including hand-woven tapestry and hand-painted fabrics imported from Europe.

The Maximillian Chair is available for $25,000; more information can be found at <http://maximillianchair.com>

**About Armen Sevada**

[Armen Sevada Gharabegian](http://maximillianchair.com/design/), the designer and producer of the Maximillian Chair, is an accomplished industrial designer based in Los Angeles. He is the founder and principal designer of [Lounge 22](http://lounge22.com), a furniture design and fabrication company, as well as the founder and CEO of [Ethos Design](http://ethosdesign.net/), a production company involved in global exhibits and events worldwide. He is an accomplished artist and sculptor who continues to pursue his passion in fine arts. A graduate of the prestigious Art Center College of Design in Pasadena, California, he holds both Bachelor’s and Master’s degrees in industrial design and has taught furniture design for several years.

For more information please visit: <http://maximillianchair.com>

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